



For Immediate Release

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Utah Cancer Action Network Launches Colon Cancer Awareness Campaign

(Salt Lake City, UT) — Colon cancer is the No. 2 cancer killer in Utah. As a way to create awareness about the importance of this issue and prompt Utahns to seek colon cancer exams, the Utah Cancer Action Network (UCAN) recently launched the first phase of its colon cancer awareness campaign.

The campaign includes TV, radio, and print ads that focus on educating people age 50 and over on the importance of contacting their physician for a colon cancer screening.

“Most Utahns 50 and older think that they are safe from colon cancer if they don’t have any signs or symptoms of illness,” says Jan Heins, program director for UCAN. “But there usually are no early warning signs with colon cancer. It is our hope that this campaign will educate Utahns about the importance of being screened.”

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Screening tests can help detect colon cancer in its earliest most curable stages. The alternative to getting checked is unacceptable. As the radio script points out, “...by the time you have colon cancer warning signs you can detect for yourself, it just might be too late.”

In each advertisement, Utahns age 50 and over are encouraged to contact their physician to find out which screening option is right for them. Additionally, people may call UCAN’s health resource line at 1-888-222-2542 or visit www.ucan.cc for further information.

Working in conjunction with numerous organizations and related medical services, screening and support programs, UCAN's mission is to reduce cancer incidence and prevent cancer when possible for all Utahns.

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